

**WYOMING UNION BOARD
MINUTES OF THE MEETING
Monday, September 28, 2015**

PRESENT: DeTienne, Zafft, Axelson, Collins (for Mai), Nisley, Hanson, Lind-Gonzalez, LeFebvre, Kearns, Rubio-Wallace, Kerbs, Kath

NOT PRESENT: none

ALSO PRESENT: Jennifer Kirk, Erin Olsen, Eric Webb, Dolores Cardona, Marta Givens, Misty Eaton, Cary Berry-Smith, Bailey Palmer

MEETING CALLED TO ORDER: DeTienne called the meeting to order at 4:03 p.m.

INTRODUCTIONS: Because there were three new student members and a new faculty representative, DeTienne asked everyone to introduce themselves.

ELECTION OF CHAIR: DeTienne asked for nominations for Chair of the Board. Kerbs nominated Hanson, and she accepted the nomination. She explained why she would like to be Union Board Chair. There were no other nominations. DeTienne asked if anyone opposed. No one opposed and Hanson was elected Chair. DeTienne asked Hanson if she wanted to conduct the rest of the meeting, and she agreed to with a little help from DeTienne.

MINUTES APPROVAL: Hanson asked for a motion to approve the minutes of the April 20 meeting. Kath **made a motion**. Kerbs **seconded the motion**. The **motion carried by a show of hands**.

DIRECTOR'S REPORT: DeTienne reported that 4½ new employees have been hired. Rae Ann Martinez has joined the Facilities/Grounds tea. Megan Cooper has joined the Campus Activities Center as an office assistant. Bailey Palmer has replaced Carolyn Hazlett in the Administration Office. Shelby Garstad has replaced Hope Dewell Gentry in the Events Office. An offer has been made to a new project coordinator as replacement for Danee Hunzie in SLCE.

DeTienne reported that with the Gardens new hours, the Wednesday, Thursday, and Friday attendance had been doing well. The Union, ASTEC, and Retail Dining have been collaborating to revitalize the area. Givens said she would like to see the numbers at the end of the month but so far for the first eight days the Gardens has brought in \$7,198.74. On Sept. 16th the Gardens brought in approximately \$2,179.00. Givens also commented that by having big programs on Wednesday nights, the Thursday nights tend to suffer a little more. Kirk mentioned that the Gardens have a good line up for the fall semester and that they are working on adjusting how the area will be set up. Zafft has been looking into new barriers to place between the alcohol friendly side and the non-alcohol friendly side. Kirk also informed the Board that the Gardens will be hosting Fruition out of Portland and Gypsy Moon out of Fort Collins on November 11th.

DeTienne highlights items from the FY15 Annual Report. The Union spent about \$360,000.00 on facility furnishings and infrastructure. Approximately, two million people entered the building last year. Meeting room reservations were down about 13½ %. The Union's Facebook page increased its "likes" by 75%, the number of Twitter followers increased by 50%, and the Union's web pages had approximately 120,000 visitors. DeTienne reports that SAC, FNF, and C&C hosted over 50 events. Tracking these events and the number of attendees has been easier with Cowboy Check-in which allows CAC to track the numbers and also allows students to win prizes. The CAC had approximately 237 active RSO's that were tracked by

Collegiant Link. DeTienne said that, according to the annual report, last year the Big Event put on by SLCE doubled in participation. Post event surveys indicated 75% of the students feel more connected with the community, 86% of students said they plan to continue volunteering in the community, 92% of the community members feel more connected with the University of Wyoming, and 93% of the community would recommend it to a friend or neighbor. Safe Zone conducted 20 open sessions and 13 requested sessions, including sessions for the athletics department and a train-the-trainers workshop. DeTienne asked that if anyone would like a copy of the report to let her know.

ASSOCIATE DIRECTOR'S (OPERATIONS) REPORT: Zafft reported that building traffic counts is down this year compared to last. There are traffic counters on eight doors. Three of those counters are thermal which means they are fairly accurate. The counters only count people entering the building not exiting. Last year in a regular week, Monday-Friday, there was an average of 11,166 people in the Union. This year, so far, the average is 9,484. Currently this year we are down roughly 29,000 guests for the first three weeks of school. Zafft said that there may be a several reasons why the Union is not seeing the same traffic. New buildings are holding events that the Union uses to host. The weather has been fairly nice since classes have started. The construction last year funneled traffic through the Union. Now that some of the construction work is done and the walkway between the Union and Half Acre is wider, more people seem to be walking through there. The goal is to get students in the Union to get them engaged. Zafft said if anyone wants copies of the analysis to let her know. DeTienne said it would be interesting to know if this is affecting the tenants. Eaton said that the University store is being impacted by the loss of traffic. Webb asked if last year was at a record high. Zafft answered by saying no. She went back a few additional years and they are all about the same. She said that she is going to bring it up at the tenants meeting in October. Axelson said this relates to the vision, this may affect what we need to change. Zafft said that the East Dining Room entrance was never meant to be a main entrance and it has become one, which plays into the visioning process.

Zafft has scheduled an active shooter training for Wednesday, October 21st, 2015 at 2pm in the East Yellowstone Ballroom. UWPD puts on this training and it is a good session for staff, student staff, tenants, and others to attend. So far there will be about 25 attendees, but there is always room for more.

Zafft gave updates on projects in the building. The east dining room is complete with new booths, lights, and counters. Cameras have been added to the loading dock as well as Gallery 234. All the lights are in the process of being changed to LED to be more efficient. This summer the interiors of the public elevator, 3rd floor bathroom, and Pete's game room were updated. Across from the information desk, a four screen video wall will be installed exclusively advertising Union events. A new hood has been installed in the food court, and there has been a lot of painting. Zafft informed the Board that the Events Office has hired Tyler Gibbs, an MBA student, who will supervise the building.

Zafft told everyone that Safe Treat will be Friday, October 30th.

ASSISTANT DIRECTOR'S REPORT (ACTIVITIES/PROGRAMS): Kirk reported that Friday Night Fever, SAC, and Visual and Cultural Arts are all off and running. C&C has not booked an event yet but are working on it. Ryan Holladay will be here Tuesday, September 29th. He and his brother will compose music to walk through downtown Laramie. Another guest that will be making an appearance is Wayne White in November. He is an Emmy Award winner for his visual arts. Friday Night Fever's Casino night was a success. On Halloween this year, Friday Night Fever will be showing Rocky Horror Picture Show. Kirk also reported a few changes that her team will try to implement for the future. The first is a restructuring of the programming groups. Also, instead of having Friday Night Fever every night, they will try to only have

one big event a month. She has been doing research and found that Utah has a really good program. The goal would be to have 1,000-3,000 students every month.

RSO registration ended last Friday and was a success. About ten RSO constitutions still need to be turned in. The RSO Symposium is Saturday, October 3rd in the Union. This session will discuss with RSO's about why organizations exist and what can benefit RSO's. Kirk says there has been a lot of help from ASUW and ASTEC to pull this together. About 258 students have signed up, with an anticipated total to be 300 students.

The CAC has made more of an effort with the Greek community and club sports to include them on Collegiate Link so that all the student organizations can be in one local hub. This makes it easy for students to find clubs that fit themselves.

The CAC and ASUW have been creating packets for homecoming. Last year there were only 8-9 businesses that requested window painting by UW and this year so far there have been 30 requests.

ASSISTANT DIRECTOR'S REPORT (SLCE): Olsen reported that this past summer's Alternative Break trip to Glacier National Park and Yellowstone National Park went great. There will be nine spring trips this year which is an increase from last year. Participants are currently in the interview process of being selected for the winter trip. There have been about 30 applications submitted and only 10 slots to fill.

Olsen said that the Big Event is Saturday, October 10th. Contact the SLCE office if you have any jobs that students can help complete. As of now there are about 100 work requests, anything from raking leaves to painting. We have 240 students signed up now and believe there will be a minimum of 1000 students volunteering. The Big Event has partnered with the city of Laramie, WyoTech, and LCCC to make this a great year.

National Make a Difference Day is October 24th. It is smaller than the Big Event, but students still enjoy it. It is a canned food drive that has anywhere from 100-200 student volunteers.

Olsen said at the Breakaway Conference this year, UW proved to have one of the top Alternative Breaks program in the region. It has a great model and large number of trips for students to attend. The Alternative Breaks program this year has decided to pick their trips based on the issues in other places other than where they think students would want to travel.

FOOD SERVICE REPORT: Givens said a lot of students have come back to work so there were only a few holes to fill. A new dish machine was installed. Givens also said that Food Services is looking forward to marketing and listing weekly specials on the digital boards.

TENANT REPORTS:

University Store – Eaton said the first week of classes was even, which is good given the current textbook climate. She also said more and more faculty members are not requiring books for their classes. There have been some changes to the store staff, including a new textbook buyer, four new full time employees, a new head cashier and a few other new faces. The University store has updated their website. Eaton said that the store is looking into alphabetizing their books instead of sorting them by subject.

First Interstate Bank – Julie Bromley was not in attendance.

ASUW – Kath said training has been taking place for senators and executives. The senate retreat will be the weekend of October 10th, as well as the Big Event for judicial and executives to participate in, and diversity training. On Nov. 6th, there will be a Leadership Summit with state legislators, the governor and others meeting with the students. Last week was the dedication of the Student Memorial Plaza and it went very well. Axelson commended Mark Collins for all his assistance with the project. Kath continued to report that ASUW has been discussing tuition prices, student email privacy and homecoming.

Copy Center – No representative was in attendance.

Dean of Students Office – Cardona said traffic numbers in the resource center spaces are increasing compared to the past. Greek Life is looking into moving back to the Union.

NEW BUSINESS:

a. Scheduling Events in UW Facilities – Axelson says there have been changes institutionally. With the addition of the Conference Center and the Gateway Center, the Union takes on a different roll. The Union is here primarily for students. The external events need to shift to other buildings. Events like the Le Grande Fleur, which is a major alcohol event, needs to be encouraged to move elsewhere. Having all three of these buildings is a good thing and it allows UW to attract larger conferences that would use all three buildings. Webb said this will be a change for us and is going to be a work in progress. Alcohol should try to be left in the Conference Center or Gateway Center. The Union is first and foremost for student events. DeTienne said that the addition of the two new buildings will impact the Union's budget. DeTienne anticipates at least a loss of \$10,000 for this year. Kirk informs the Board that the Gateway Center charges for RSO's whereas the Union does not. Axelson said that the rates the Conference Center and the Gateway Center are to cover the costs of what was spent to build them. They are trying to break even. Webb informed the Board that the buildings do have a UW rate. Kirk said she understands operating costs, but if RSO's want to expand where do they go. The job fair and career fair are already moving over there so will the students follow. Eaton suggested that the tenants be reached out to and see how this is affecting them. DeTienne said data needs to be collected throughout the year. Zafft said it would be interesting to pull occupancy numbers from dates when big events were held in the Union, then compare those numbers to the University Store and food services traffic numbers. The goal is to get students involved and a way to do that is to visit the Union. The EBI survey will be this spring and more specific questions can be asked in that.

OLD BUSINESS:

a. Space Visioning Project -DeTienne said a consultant has been selected. They are waiting to add a few additional components before they take it to the Board of Trustees. Collins said that the Board of Trustees just needs to be informed about what is happening, they do not need to approve it. This project will hopefully be done mid-spring. If you have any more questions, please contact DeTienne.

OPEN FORUM: Collins said on Monday, October 5th at 4pm in the Union Family Room there will be an outreach meeting regarding the reconstruction of Iverson Street. Everyone is encouraged to attend. They would like feedback and comments.

ADJOURNMENT: Hanson adjourned the meeting at 5:07 p.m.

Respectfully submitted,

Darcy DeTienne